

Electronic Filing System (EFS) Data  
Electronic Patent Application Submission  
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EFS ID: 11617  
Application ID: 09681815  
Title of Invention: METHOD AND SYSTEM FOR  
PROVIDING REBATES TO  
AUTOMOBILE OWNERS BASED  
ON PURCHASES MADE AT  
PARTICIPATING RETAILER  
LOCATIONS  
First Named Inventor: David Lefkowitz  
Domestic/Foreign Application: Domestic Application  
Filing Date: null  
Effective Receipt Date: 2001-06-11  
Submission Type: Utility Patent Filing  
Filing Type: new-utility  
Confirmation Number: 0  
Attorney Docket Number: 200-1462 DBK  
Digital Certificate Holder: cn=Damian Porcari, ou=Registered Attorneys, ou=Patent and  
Trademark Office, ou=Department of Commerce, o=U.S.  
Government, c=US  
Certificate Message Digest: mzcyy6cvxgKhIzUvRE2wIQ==  
Total Fees Authorized: \$804.0  
Payment Category: DA - Deposit Account  
Deposit Account Number: 61510  
Deposit Account Name: Sheri L. Charles



# TRANSMITTAL FORM



Electronic Version  
1.0.2

Stylesheet Version: 1.0

Attorney Docket  
Number:

200-1462  
DBK

## **METHOD AND SYSTEM FOR PROVIDING REBATES TO AUTOMOBILE OWNERS BASED ON PURCHASES MADE AT PARTICIPATING RETAILER LOCATIONS**

First Named Inventor: David Lefkowitz

### SUBMITTED BY

Organization Name:

Ford Motor Company

Name:

Sheri Lynn Charles Electronic  
Application Specialist

Electronic Signature Mark: /slc

Date Signed: 20010611

*I certify that the use of this system is for OFFICIAL correspondence between patent applicants or their representatives and the USPTO. Fraudulent or other use besides the filing of official correspondence by authorized parties is strictly prohibited, and subject to a fine and/or imprisonment under applicable law.*

*I, the undersigned, certify that I have viewed a display of document(s) being electronically submitted to the United States Patent and Trademark Office, using either the USPTO provided style sheet or software, and that this is the document(s) I intend for initiation or further prosecution of a patent application noted in the submission. This document(s) will become part of the official*

Table 1. Demographic characteristics of the study population	
Age (years)	50.0 ± 10.0
Gender	
Male	50.0%
Female	50.0%
Education (years)	12.0 ± 2.0
Marital status	
Married	80.0%
Single	20.0%
Occupation	
Professional	30.0%
Managerial	20.0%
Technical	10.0%
Service	20.0%
Unemployed	20.0%
Income (USD/month)	1000.0 ± 500.0
Health status	
Good	70.0%
Fair	20.0%
Poor	10.0%
Smoking status	
Smoker	30.0%
Non-smoker	70.0%
Alcohol consumption	
Regular	10.0%
Occasional	20.0%
Never	70.0%
Family size	3.0 ± 1.0
Number of children	2.0 ± 1.0
Number of grandchildren	1.0 ± 1.0
Number of siblings	2.0 ± 1.0
Number of nephews/nieces	1.0 ± 1.0
Number of cousins	1.0 ± 1.0
Number of aunts/uncles	1.0 ± 1.0
Number of grandparents	1.0 ± 1.0
Number of great-grandparents	1.0 ± 1.0
Number of great-grandchildren	1.0 ± 1.0
Number of great-nephews/nieces	1.0 ± 1.0
Number of great-cousins	1.0 ± 1.0
Number of great-aunts/uncles	1.0 ± 1.0
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Number of great-aunts/uncles	1.0 ± 1.0

**Attached Files:**

bibd-transmittal	200-1462apds.xml
fee-transmittal	200-1462fee.xml
patent-assignment	200-1462asgn.xml
specification	specification.xml
declaration	Declaration.tif
declaration	consent.tif
declaration	Prior Art 1 of 2.tif
declaration	Prior Art 2 of 2.tif

**Attached Image File(s):**

Declaration.tif  
consent.tif  
Prior Art 1 of 2.tif  
Prior Art 2 of 2.tif

**Comments:**

[illegible]

## Declaration, Power of Attorney and Assignment

As the below named inventor(s),

NAME AND MAILING ADDRESS OF INVENTOR:	RESIDENCE	CITIZENSHIP	DATE OF SIGNATURE
David Lefkowitz 1819 Mandeville Canyon Road Los Angeles, CA 90049 US	Los Angeles, CA 90049 US	US	5/7/01

I/we declare that:

This Declaration, Power of Attorney and Assignment is directed to the invention claimed in the patent application entitled: **ME SYSTEM FOR PROVIDING REBATES TO AUTOMOBILE OWNERS BASED ON PURCHASES MADE AT PARTICIPATING LOCATIONS**; Attorney docket number: **200-1462**

**Declaration** - I/we believe that I/we am/are the original and first inventor(s) of the subject matter which is claimed and for which we have sought on the above-identified invention;

I/ we have reviewed and understand the contents of the above-identified application, including the claims, as amended by any specifically referred to above;

I/we acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me/us to be material to patentability as defined in 37 CFR 1.56, including material information which became available between the filing date of the present application and the National or PCT International filing date of the continuation-in-part application, if applicable; and

All statements made herein of my/own knowledge are true, all statements made herein on information and belief are believed to be true and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and may jeopardize the validity of the application or any patent issuing thereon.

**Power of Attorney** - I/we hereby appoint Practitioners at Customer No. 28395, as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office and all foreign Patent Offices.

**Assignment** - Pursuant to my/our employment agreement with Ford Motor Company or a Ford Associated Company, or to my contractual obligation, I do sell, assign and transfer unto Ford Motor Company, the full and exclusive right for the United States and for all foreign countries to this invention, and any patent application depending from this invention including continuations, divisionals, reissues or reexaminations.

PATENT APPLICAT

ASSISTANT COMMISSIONER FOR PATENTS  
Washington, D. C. 20231

Case Docket No. **200-1462**  
Date: May 24, 2001

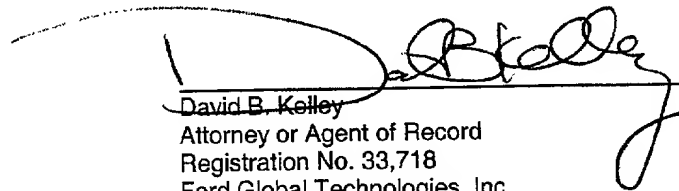
Sir:

Inventor(s):  
**David Lefkowitz**

For: **METHOD AND SYSTEM FOR PROVIDING REBATES TO AUTOMOBILE OWNERS BASED ON  
PURCHASES MADE AT PARTICIPATING RETAILER LOCATIONS**

The attorney or agent below has reviewed this application and its attachments and consents to  
electronic filing by the assignee.

Respectfully submitted:



David B. Kelley  
Attorney or Agent of Record  
Registration No. 33,718  
Ford Global Technologies, Inc.  
One Parklane Blvd.,  
600 Parklane Towers East  
Dearborn, MI 48126  
Telephone: 1-313-8455487

Substitute for Form 1449A/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(use as many sheets as necessary)</i>				<b>Complete If Known</b>	
				<b>Application Number</b>	TO BE ASSIGNED
				<b>Filing Date</b>	HEREWITH
				<b>First Named Inventor</b>	DAVID LEFKOWITH
				<b>Group Art Unit</b>	
				<b>Examiner Name</b>	
				<b>Attorney Docket Number</b>	FMC 1329 PUS / 200-1462
Sheet	1	of	2		

## U.S. PATENT DOCUMENTS

[illegible]

## FOREIGN PATENT DOCUMENTS

[illegible]

Substitute for Form 1449B/PTO				<b>Complete If Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)				Application Number	TO BE ASSIGNED
				Filing Date	HEREWITH
				First Named Inventor	DAVID LEFKOWITH
				Group Art Unit	
				Examiner Name	
Sheet	2	of	2	Attorney Docket Number	FMC 1329 PUS / 200-1

**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
		Website, "http://dir.yahoo.com/Business_and_Economy/ Shopping_and_Services/Incentive_Programs/"
		Website, "ysiwyg://64/http://www.24k.com/scripts/... @&BV_EngineID=haljddhihegbfdmckgcfhlco.0"
		Website, "https://secure2.airmiles.com/english/About/ AboutReward.asp"
		Website, "http://www.cabelas.com/cgi-bin/ taxis.Jan...lub/newspaper/+ /ART/1999/08/09/37a730732"

# FEE TRANSMITTAL

Electronic Version 1.0.4

Stylesheet Version: 1.0

*Patent fees are subject to annual revisions on or about October 1st of each year.*

Large Entity

**TOTAL FEES AUTHORIZED: \$ 804**

The commissioner is hereby authorized to charge indicated processing and/or publication fees and credit any overpayments to:

Deposit Account Number: 06-1510



Deposit Account Name: Ford Global Technologies, Inc.

Charge Any Additional Fee Required Under 37 C.F.R. Sections 1.16 and 1.17.

## SUBMITTED BY

Authorized Name: Sheri L. Charles

Electronic Signature Mark: /slc

Date Signed: 20010611

## BASIC FILING FEE

Fee Description	Fee Code	Fee Paid
Utility Filing Fee	101	\$ 710

Subtotal For Basic Filing Fee: \$ 710

## EXTRA CLAIM FEES

	Fee Code	Fee	Extra Claims	Fee Paid
Total Claims: 23	103	\$ 18	3	\$ 54
Independent Claims: 2	102	\$ 80	0	\$ 0

Subtotal For Extra Claims Fees: \$ 54

ADDITIONAL FEES

Fee Description	Fee Code	Fee Paid
Recording Each Patent Assignment Per Property Fee	581	\$ 40

Subtotal For Additional Fees: \$ 40

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